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(54) Title: COLOURED LABELS

(57) Abstract: There is described a coloured, transparent polymeric label which is capable of being fixed to a pre-selected coloured, transparent region of an article (optionally by a wet glue process) to achieve a non-label look on the article, characterised in that: the colour parameters measured in CIE colour space of each of the label, labelled article and un-labelled article together satisfy conditions (a) and/or (b) (a) (i) the modulus of ΔC is less than about 5, more preferably less than about 4, most preferably about 3.5, for example about zero, where: $\Delta C = C_{L+A} - C_A$ Equation 1 where $C_{L+A} = (a_{L+A}^2 + b_{L+A}^2)^{\frac{1}{2}}$ and $C_A = (a_A^2 + b_A^2)^{\frac{1}{2}}$; and (ii) the modulus of ΔL is less than about 7, preferably less than about 4, most preferably about 3, for example about zero, where: $\Delta L = L_{L+A} - L_A$ Equation 2; and (iii) the modulus of ΔE is less than about 10, more preferably less than about 6, most preferably about 4, for example about zero, where: $\Delta E = (\Delta a^2 + \Delta b^2 + \Delta L^2)^{\frac{1}{2}}$ Equation 3; where $\Delta a = a_{L+A} - a_L$ and $\Delta b = b_{L+A} - b_L$; and (iv) the modulus of ΔH is less than about 7, more preferably less than about 5.5, most preferably less than about 2.5, for example about zero, where: $\Delta H = (\Delta E^2 + \Delta L^2 + \Delta C^2)^{\frac{1}{2}}$ Equation 4 and/or (b) the modulus of transmitted colour ratio (R_{trans}) is greater than 0.9 preferably is substantially about 1.0, where $R_{trans} = 2 (E_{L+A}) / (E_L + E_A)$ Equation 5 This provides a method for colour matching a label to a specific article such as a bottle to be labelled to provide a nolabel appearance on the article.